



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Buying Time, LLC
660 Massachusetts Avenue NW
Suite 210
Washington, DC 20001

Contract # 327287

Schedule Dates 09/25/12-10/01/12
Advertiser Pol/W Dalton/D/NC Governor (16265)
Agency Buying Time, LLC (2536)
Product Political - State Candidate (1071)
Brand 2207 GOV (135331)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name WELSH, KATHRYN
Phone/Fax /
CPE 323/326/2207
Account Types National/Political
Billing Type Standard
Comments DALTON FOR GOVERNOR
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 08/16/12
Last Modified 08/16/12
Entered By Jill Hipskind
CO-OP No
Headline # 06281060
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,776.00
Net Total \$27,064.00
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Sep. 2012 36 \$26,165.00
Oct. 2012 9 \$5,675.00
Grand Total: 45 \$31,840.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/28/12-09/28/12	5	:30	12P-1P (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS MIDDAY	8/16/12
2.0	Normal Line / Spot	09/28/12-09/28/12	4	:30	4:30A-4:59A (EST)					1				1	\$175.00	\$175.00	Charlotte (WSOC)	EYEWITNESS NEWS 430A	8/16/12
3.0	Normal Line / Spot	09/28/12-09/28/12	4	:30	5:30A-6A (EST)					1				1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	8/16/12
4.0	Normal Line / Spot	09/28/12-09/28/12	4	:30	5:30P-6P (EST)					1				1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:30PM	8/16/12
5.0	Normal Line / Spot	09/28/12-09/28/12	5	:30	6:58P-7:30P (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	INSIDE EDITION	8/16/12
6.0	Normal Line / Spot	09/28/12-09/28/12	4	:30	7A-8A (EST)					1				1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GOOD MORNING AMERICA	8/16/12
7.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	10A-11A (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	DR. PHIL	8/16/12
8.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	12:02A-1:06A (EST)									1	\$150.00	\$150.00	Charlotte (WSOC)	JIMMY KIMMEL	8/16/12
9.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	12P-1P (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS MIDDAY	8/16/12
10.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	4:30A-4:59A (EST)									1	\$175.00	\$175.00	Charlotte (WSOC)	EYEWITNESS NEWS 430A	8/16/12
11.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	5:30A-6A (EST)									1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	8/16/12
12.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	5:30P-6P (EST)									1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:30PM	8/16/12
13.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	6:58P-7:30P (EST)									1	\$850.00	\$850.00	Charlotte (WSOC)	INSIDE EDITION	8/16/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

/E Bookend P/B Piggy Back

Printed At: 01:12 PM on Thursday, August 16 2012



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1901 North Tryon Street
Charlotte, NC 28206-2700

Buying Time, LLC
650 Massachusetts Avenue NW
Suite 210
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Contract # 327287

Schedule Dates 09/25/12-10/01/12
Advertiser Pol/W Dalton/D/NC Governor (16265)
Agency Buying Time, LLC (2536)
Product Political - State Candidate (1071)
Brand 2207 GOV (135331)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name WELSH,KATHRYN
Phone/Fax /
CPE 323/326/2207
Account Types National/Political
Billing Type Standard
Comments DALTON FOR GOVERNOR
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 08/16/12
Last Modified 08/16/12
Entered By Jill Hipskind
CO-OP No
Headline # 06281060
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,776.00
Net Total \$27,064.00
Sales Tax

Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Sep. 2012	36	\$26,165.00
Oct. 2012	9	\$5,675.00
Grand Total:	45	\$31,840.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	7A- 8A (EST)	1	1							1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GOOD MORNING AMERICA	8/16/12
15.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	7:30P- 7:58P (EST)	1	1							1	\$850.00	\$850.00	Charlotte (WSOC)	ENTERTAINMENT TONIGHT	8/16/12
16.0	Normal Line / Spot	09/29/12-09/29/12	4	:30	6A- 7A (EST)							1		1	\$400.00	\$400.00	Charlotte (WSOC)	SATURDAY AM NEWS	8/16/12
17.0	Normal Line / Spot	09/29/12-09/29/12	4	:30	7A- 8A (EST)							1		1	\$425.00	\$425.00	Charlotte (WSOC)	SATURDAY AM NEWS	8/16/12
18.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	7:30P- 8P (EST)							1		1	\$450.00	\$450.00	Charlotte (WSOC)	ET WEEKEND	8/16/12
19.0	Normal Line / Spot	09/29/12-09/29/12	4	:30	8A- 9A (EST)							1		1	\$625.00	\$625.00	Charlotte (WSOC)	SATURDAY GMA	8/16/12
20.0	Normal Line / Spot	09/30/12-09/30/12	4	:30	12P- 12:30P (EST)							1		1	\$390.00	\$390.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/16/12
21.0	Normal Line / Spot	09/30/12-09/30/12	4	:30	8A- 9A (EST)							1		1	\$625.00	\$625.00	Charlotte (WSOC)	SUNDAY GMA	8/16/12
22.0	Normal Line / Spot	09/30/12-09/30/12	4	:30	9A- 10A (EST)							1		1	\$750.00	\$750.00	Charlotte (WSOC)	THIS WEEK	8/16/12
23.0	Normal Line / Spot	09/27/12-09/27/12	4	:30	10A- 11A (EST)							1		1	\$375.00	\$375.00	Charlotte (WSOC)	DR. PHIL	8/16/12
24.0	Normal Line / Spot	09/27/12-09/27/12	5	:30	12:02A- 1:06A (EST)							1		1	\$150.00	\$150.00	Charlotte (WSOC)	JIMMY KIMMEL	8/16/12
25.0	Normal Line / Spot	09/27/12-09/27/12	5	:30	12P- 1P (EST)							1		1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/16/12
26.0	Normal Line / Spot	09/27/12-09/27/12	4	:30	5:30A- 6A (EST)							1		1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	8/16/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser: _____ Date: _____

Accepted Station: _____ Date: _____

Comments: _____

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650 Massachusetts Avenue NW
Suite 210
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Contract # 521281
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Advertiser Pol/W Dalton/D/NC Governor (16265)
Agency Buying Time, LLC (2336)
Product Political - State Candidate (1071)
Brand 2207 GOV (135331)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
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Buyer Name WELSH,KATHRYN
Phone/Fax /
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Account Types National/Political
Billing Type Standard
Comments DALTON FOR GOVERNOR
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Date Entered 08/16/12
Last Modified 08/16/12
Entered By Jill Hipskind
CO-OP No
Headline # 06281060
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,776.00
Net Total \$27,064.00
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Charlotte (WSOC)
By Broadcast Month
Sep. 2012 36 \$26,165.00
Oct. 2012 9 \$5,675.00
Grand Total: 45 \$31,840.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
27.0	Normal Line / Spot	09/27/12-09/27/12	4	:30	6p- 6:30p (EST)					1				1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWITNESS NEWS 6:00PM	8/16/12
28.0	Normal Line / Spot	09/27/12-09/27/12	4	:30	6:30A- 7A (EST)					1				1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	EYEWITNESS NEWS 630A	8/16/12
29.0	Normal Line / Spot	09/27/12-09/27/12	5	:30	7:30p- 7:56p (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	ENTERTAINMENT TONIGHT	8/16/12
30.0	Normal Line / Spot	09/25/12-09/25/12	5	:30	12p- 1p (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS MIDDAY	8/16/12
31.0	Normal Line / Spot	09/25/12-09/25/12	4	:30	4:30A- 4:59A (EST)			1						1	\$175.00	\$175.00	Charlotte (WSOC)	EYEWITNESS NEWS 430A	8/16/12
32.0	Normal Line / Spot	09/25/12-09/25/12	4	:30	5:30p- 6p (EST)			1						1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:30PM	8/16/12
33.0	Normal Line / Spot	09/25/12-09/25/12	4	:30	6p- 6:30p (EST)			1						1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWITNESS NEWS 6:00PM	8/16/12
34.0	Normal Line / Spot	09/25/12-09/25/12	4	:30	6:30A- 7A (EST)			1						1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	EYEWITNESS NEWS 630A	8/16/12
35.0	Normal Line / Spot	09/25/12-09/25/12	5	:30	6:58p- 7:30p (EST)			1						1	\$850.00	\$850.00	Charlotte (WSOC)	INSIDE EDITION	8/16/12
36.0	Normal Line / Spot	09/25/12-09/25/12	4	:30	7A- 8A (EST)			1						1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GOOD MORNING AMERICA	8/16/12
37.0	Normal Line / Spot	09/25/12-09/25/12	5	:30	7:30p- 7:56p (EST)			1						1	\$850.00	\$850.00	Charlotte (WSOC)	ENTERTAINMENT TONIGHT	8/16/12
38.0	Normal Line / Spot	09/26/12-09/26/12	5	:30	10A- 11A (EST)				1					1	\$375.00	\$375.00	Charlotte (WSOC)	DR. PHIL	8/16/12
39.0	Normal Line / Spot	09/26/12-09/26/12	5	:30	12:02A- 1:06A (EST)				1					1	\$150.00	\$150.00	Charlotte (WSOC)	JIMMY KIMMEL	8/16/12

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40.0	Normal Line / Spot	09/26/12-09/26/12	4	:30	4:30A- 4:59A (EST)				1					1	\$175.00	\$175.00	Charlotte (WSOC)	EYEWITNESS NEWS 430A	8/16/12
41.0	Normal Line / Spot	09/26/12-09/26/12	4	:30	5:30A- 6A (EST)				1					1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	8/16/12
42.0	Normal Line / Spot	09/26/12-09/26/12	4	:30	5:30P- 6P (EST)				1					1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:30PM	8/16/12
43.0	Normal Line / Spot	09/26/12-09/26/12	4	:30	6P- 6:30P (EST)				1					1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWITNESS NEWS 6:00PM	8/16/12
44.0	Normal Line / Spot	09/26/12-09/26/12	5	:30	6:58P- 7:30P (EST)				1					1	\$850.00	\$850.00	Charlotte (WSOC)	INSIDE EDITION	8/16/12
45.0	Normal Line / Spot	09/26/12-09/26/12	4	:30	7A- 8A (EST)				1					1	\$1,075.00	\$1,075.00	Charlotte (WSOC)		8/16/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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PROGRAM : EYEWITNESS NEWS 5A
CON COM1: EYEWITNESS NEWS 5A

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			530P-600P PROGRAM : EYEWITNESS NEWS 5:30PM CON COM1 : EYEWITNESS NEWS 5:30PM	30	4	\$1,300.00	9/28	9/28	1		FRI	1
5			700P-730P PROGRAM : INSIDE EDITION CON COM1 : INSIDE EDITION	30	5	\$850.00	9/28	9/28	1		FRI	1
6			700A-800A PROGRAM : GOOD MORNING AMERICA CON COM1 : GOOD MORNING AMERICA	30	4	\$1,075.00	9/28	9/28	1		FRI	1
7			1000A-1100A PROGRAM : DR. PHIL CON COM1 : DR. PHIL	30	5	\$375.00	10/1	10/1	1		MON	1
8			1202A-106A PROGRAM : JIMMY KIMMEL CON COM1 : JIMMY KIMMEL	30	5	\$150.00	10/1	10/1	1		MON	1
9			1200N-100P PROGRAM : EYEWITNESS NEWS MIDDAY CON COM1 : EYEWITNESS NEWS MIDDAY	30	5	\$375.00	10/1	10/1	1		MON	1
10			430A-459A PROGRAM : EYEWITNESS NEWS 430A CON COM1 : EYEWITNESS NEWS 430A	30	4	\$175.00	10/1	10/1	1		MON	1
11			530A-600A PROGRAM : EYEWITNESS NEWS 5A CON COM1 : EYEWITNESS NEWS 5A	30	4	\$525.00	10/1	10/1	1		MON	1
12			530P-600P PROGRAM : EYEWITNESS NEWS 5:30PM CON COM1 : EYEWITNESS NEWS 5:30PM	30	4	\$1,300.00	10/1	10/1	1		MON	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			700P-730P PROGRAM : INSIDE EDITION CON COM1: INSIDE EDITION	30	5	\$850.00	10/1	10/1	1		MON	1
14			700A-800A PROGRAM : GOOD MORNING AMERICA CON COM1: GOOD MORNING AMERICA	30	4	\$1,075.00	10/1	10/1	1		MON	1
15			730P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30	5	\$850.00	10/1	10/1	1		MON	1
16			600A-700A PROGRAM : SATURDAY AM NEWS CON COM1: SATURDAY AM NEWS	30	4	\$400.00	9/29	9/29	1		SAT	1
17			700A-800A PROGRAM : SATURDAY AM NEWS CON COM1: SATURDAY AM NEWS	30	4	\$425.00	9/29	9/29	1		SAT	1
18			700P-800P PROGRAM : ET WEEKEND CON COM1: ET WEEKEND	30	5	\$450.00	9/29	9/29	1		SAT	1
19			800A-900A PROGRAM : SATURDAY GMA CON COM1: SATURDAY GMA	30	4	\$625.00	9/29	9/29	1		SAT	1
20			1200N-1230P PROGRAM : EYEWITNESS NEWS SUNDAY CON COM1: EYEWITNESS NEWS SUNDAY	30	4	\$390.00	9/30	9/30	1		SUN	1
21			800A-900A PROGRAM : SUNDAY GMA CON COM1: SUNDAY GMA	30	4	\$625.00	9/30	9/30	1		SUN	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			900A-1000A PROGRAM : THIS WEEK CON COM1 : THIS WEEK	30	4	\$750.00	9/30	9/30	1		SUN	1
23			1000A-1100A PROGRAM : DR. PHIL CON COM1 : DR. PHIL	30	4	\$375.00	9/27	9/27	1		THU	1
24			1202A-106A PROGRAM : JIMMY KIMMEL CON COM1 : JIMMY KIMMEL	30	5	\$150.00	9/27	9/27	1		THU	1
25			1200N-100P PROGRAM : EYEWITNESS NEWS MIDDAY CON COM1 : EYEWITNESS NEWS MIDDAY	30	5	\$375.00	9/27	9/27	1		THU	1
26			530A-600A PROGRAM : EYEWITNESS NEWS 5A CON COM1 : EYEWITNESS NEWS 5A	30	4	\$525.00	9/27	9/27	1		THU	1
27			600P-630P PROGRAM : EYEWITNESS NEWS 6:00PM CON COM1 : EYEWITNESS NEWS 6:00PM	30	4	\$1,500.00	9/27	9/27	1		THU	1
28			630A-700A PROGRAM : EYEWITNESS NEWS 630A CON COM1 : EYEWITNESS NEWS 630A	30	4	\$1,175.00	9/27	9/27	1		THU	1
29			730P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1 : ENTERTAINMENT TONIGHT	30	5	\$850.00	9/27	9/27	1		THU	1
30			1200N-100P PROGRAM : EYEWITNESS NEWS MIDDAY CON COM1 : EYEWITNESS NEWS MIDDAY	30	5	\$375.00	9/25	9/25	1		TUE	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			430A-459A PROGRAM : EYEWITNESS NEWS 430A CON COM1: EYEWITNESS NEWS 430A	30	4	\$175.00	9/25	9/25	1		TUE	1
32			530P-600P PROGRAM : EYEWITNESS NEWS 5:30PM CON COM1: EYEWITNESS NEWS 5:30PM	30	4	\$1,300.00	9/25	9/25	1		TUE	1
33			600P-630P PROGRAM : EYEWITNESS NEWS 6:00PM CON COM1: EYEWITNESS NEWS 6:00PM	30	4	\$1,500.00	9/25	9/25	1		TUE	1
34			630A-700A PROGRAM : EYEWITNESS NEWS 630A CON COM1: EYEWITNESS NEWS 630A	30	4	\$1,175.00	9/25	9/25	1		TUE	1
35			700P-730P PROGRAM : INSIDE EDITION CON COM1: INSIDE EDITION	30	5	\$850.00	9/25	9/25	1		TUE	1
36			700A-800A PROGRAM : GOOD MORNING AMERICA CON COM1: GOOD MORNING AMERICA	30	4	\$1,075.00	9/25	9/25	1		TUE	1
37			730P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30	5	\$850.00	9/25	9/25	1		TUE	1
38			1000A-1100A PROGRAM : DR. PHIL CON COM1: DR. PHIL	30	5	\$375.00	9/26	9/26	1		WED	1
39			1202A-106A PROGRAM : JIMMY KIMMEL CON COM1: JIMMY KIMMEL	30	5	\$150.00	9/26	9/26	1		WED	1

REP HEADLINE# 6281060
 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100
 ORDER WORKSHEET

FAX# 610-225-1191
 HARRIS REPORT FROM REP

AUG15/12 15.3
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
40			430A-459A	30	4	\$175.00	9/26	9/26	1		WED	1
PROGRAM : EYEWITNESS NEWS 430A												
CON COM1 : EYEWITNESS NEWS 430A												
41			530A-600A	30	4	\$525.00	9/26	9/26	1		WED	1
PROGRAM : EYEWITNESS NEWS 5A												
CON COM1 : EYEWITNESS NEWS 5A												
42			530P-600P	30	4	\$1,300.00	9/26	9/26	1		WED	1
PROGRAM : EYEWITNESS NEWS 5:30PM												
CON COM1 : EYEWITNESS NEWS 5:30PM												
43			600P-630P	30	4	\$1,500.00	9/26	9/26	1		WED	1
PROGRAM : EYEWITNESS NEWS 6:00PM												
CON COM1 : EYEWITNESS NEWS 6:00PM												
44			700P-730P	30	5	\$850.00	9/26	9/26	1		WED	1
PROGRAM : INSIDE EDITION												
CON COM1 : INSIDE EDITION												
45			700A-800A	30	4	\$1,075.00	9/26	9/26	1		WED	1
PROGRAM : GOOD MORNING AMERICA												
CON COM1 : GOOD MORNING AMERICA												
SEP/12			26165.00			OCT/12						
CONTRACT TOTAL 31840.00												
TOTAL SPOTS 45												

MARKET TOTALS \$79,600 WSOC 40% WBTV 44% WCNC 11% WCCB 3% WJZY 1% WMYT 0% WAXN 1%
 CABL 0%

SVC- NSI
 DEMOS- RA35+*